

 IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Thomas J. Sullivan, et al.  
Appl. No.: 09/385,489  
Conf. No.: 9228  
Filed: August 30, 1999  
Title: SYSTEM AND METHOD FOR ADMINISTERING PROMOTIONS  
Art Unit: 3622  
Examiner: D. Lastra  
Docket No.: 0110754-629

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO NON-FINAL OFFICE ACTION**

Sir:

In response to the Non-Final Office Action dated February 7, 2005, and in accordance with the personal interview courteously granted to Applicants' representative on April 19, 2005, please amend the above-identified patent application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks** begin on page 28 of this paper.